Amendments to the Claims

This listing of claims replaces all prior versions, and listings, of claims in the application:

Listing of claims

Claim 1: (currently amended) A method for ~~distributing~~ utilizing an advertisement for a service for accessing the service, the service being relevant to a location to a client device at the location, said method comprising the steps of:

formatting, outside the client device, unsolicited advertising information from the advertisement into XML elements, the unsolicited advertising information including:

service information indicating the purpose of the advertisement;

data entry information indicating purchasing options based on the purpose; and

contact information containing instructions for enabling the client device to communicate with the service;

forming an advertising signal containing the unsolicited advertising information;

propagating the advertising signal from a transmitter to the client device within the location;

receiving the advertising signal at the client device;

decoding the advertising signal to extract the unsolicited advertising information; [[and]]

displaying the unsolicited advertising information to a user of the client device; and

determining, by the client device, a response to the advertising signal, based on the unsolicited advertising information.

Claim 2: (cancelled)

Claim 3: (currently amended) The method of claim 1 further comprising the [[step]] steps of:

selecting the service based on the unsolicited advertising information and the response;

communicatively coupling the client device with the selected service as a result of said step of selecting; and

<u>communicating the selection and the response to the selected service.</u>

Claim 4: (previously presented) The method of claim 3 further comprising the step of constructing a user interface for allowing the user to communicate with the client device.

Claim 5: (currently amended) The method of claim 4 further comprising the step of receiving user inputs in response to the <u>unsolicited</u> advertising information.

Claim 6: (currently amended) The method of claim 5 further comprising the step of formatting the user inputs<u>, the response,</u> and a portion of the <u>unsolicited</u> advertising information into a user reply, the user reply for making the user inputs available to the service.

Claim 7: (previously presented) The method of claim 6 wherein the user reply is received at the transmitter.

Claim 8: (previously presented) The method of claim 7 wherein the user reply is received as a wireless signal from the client device.

Claim 9: (previously presented) The method of claim 7 wherein the user reply is received at the transmitter using a communication interface providing electromechanical contact between the client device and the transmitter.

Claim 10: (currently amended) The method of claim 9 further comprising the step of receiving a service response from the transmitter, the service response including ~~at least one member selected from the group consisting of a graphical representation of the service for display on the client device,~~ executable code for allowing the client device to interact with the service~~, and text for display on the client device~~.

Claim 11: (currently amended) The method of claim 6 wherein the user reply is <u>sent directly</u> <u>from the client device to</u> ~~received at~~ a point-of-presence (POP).

Claim 12: (previously presented) The method of claim 11 wherein the user reply is received over a personal digital assistant (PDA) interface providing electromechanical contact between the client device and the POP.

Claim 13: (previously presented) The method of claim 12 further comprising the step of receiving a service response from the POP, the service response including executable code for allowing the client device to interact with the service.

Claim 14: (previously presented) The method of claim 1 wherein the advertisement is propagated as an optical signal through air.

Claim 15: (currently amended) The method of claim 14 wherein the optical signal has a wavelength in the range of ~~substantially~~ 850 nanometers to 1250 nanometers.

Claim 16: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over an Internet.

Claim 17: (previously presented) The method of claim 15 wherein the transmitter receives the advertisement over a fiber optic network.

Claim 18: (previously presented) The method of claim 1 wherein the client device is a personal digital assistant (PDA).

Claim 19: (currently amended) A method for conveying <u>unsolicited</u> information comprising the steps of:

     preparing the <u>unsolicited</u> information <u>by a service</u> including:

          service information indicating the purpose of the information;

          data entry information indicating purchasing options based on the purpose; and

contact information containing instructions for enabling the client device to

communicate with the service;

receiving the <u>unsolicited</u> information from [[a]] <u>the</u> service into a transmitter <u>outside the</u>

<u>client device</u> having a link layer;

formatting the <u>unsolicited</u> information <u>in the transmitter</u> for transmission to a client

device operating within a context associated with the transmitter; and

conveying the <u>unsolicited</u> information from the transmitter to the client device over a

communication medium.

Claim 20: (currently amended) The method of claim 19 wherein the <u>unsolicited</u> information is

comprised of an XML element.

Claim 21: (cancelled)

Claim 22: (currently amended) The method of claim 19 wherein the <u>unsolicited</u> information is

conveyed from the transmitter as a diffuse infrared signal.

Claim 23: (currently amended) The method of claim 22 wherein the diffuse infrared signal has a

wavelength in the range of ~~substantially~~ 850 nanometers to 1250 nanometers.

Claim 24: (previously presented) The method of claim 19 wherein the client device includes a

client device physical layer and a client device link layer compatible with the link layer in the

transmitter.

Claim 25: (currently amended) A method for interacting with a service provider comprising the

steps of:

receiving [[a]] <u>an unsolicited</u> broadcast message having <u>user-specific</u> service information

<u>about a service</u> from a service provider <u>into a client device</u>;

creating<u>, by the client device,</u> [[a]] <u>an object-oriented</u> service object from the service

information;

activating, by the client device, the service object;

receiving, by the client device, user data into the service object;

sending, by the client device, the user data to the service provider;

receiving, by the client device, service provider data required to utilize the service from the service provider; and

displaying, by the client device, the service provider data required to utilize the service.

Claim 26: (previously presented) The method of claim 25 further comprising the step of:

displaying an icon associated with the service object.

Claim 27: (previously presented) The method of claim 25 wherein the service provider data is displayed using a plug-in cooperatively associated with the service information.

Claim 28: (previously presented) The method of claim 27 wherein the plug-in further includes information about a preference of the user.

Claim 29: (currently amended) A method of utilizing executable code in a transmitter for providing an advertisement to a client device, said method comprising the steps of:

receiving the advertisement by the executable code in the transmitter from a service provider about a service offered by the service provider;

formatting the advertisement by the executable code in the transmitter for transmission to the client device operating within a coverage area of the transmitter; and

conveying the advertisement by the executable code in the transmitter from the transmitter to the client device over a communication medium.

Claim 30: (previously presented) The method of claim 29 wherein the advertisement is comprised of an XML element.

Claim 31: (previously presented) The method of claim 30 wherein the advertisement further comprises:

service information enabling a user of the client device to make a decision about the service provider, the decision being based on the service information;

data entry information informing the user about utilizing a service offered by the service provider; and

contact information containing instructions for enabling the client device to communicate with the service provider.

Claim 32: (previously presented) The method of claim 29 wherein the advertisement is conveyed from the transmitter as a diffuse infrared signal.

Claim 33: (currently amended) The method of claim 32 wherein the diffuse infrared signal has a wavelength in the range of ~~substantially~~ 850 nanometers to 1250 nanometers.

Claim 34: (previously presented) The method of claim 33 wherein the diffuse infrared signal is generated by modulating an electric light.

Claim 35: (currently amended) A method of utilizing executable code in a client device receiving an <u>unsolicited, formatted</u> advertisement from a transmitter <u>located outside the client device</u>, said method comprising the steps of:

receiving the <u>unsolicited, formatted</u> advertisement from an infrared communication signal conveyed from the transmitter<u>, wherein the transmitter formatted the advertisement,</u> and arriving at a communication interface associated with the client device, the <u>unsolicited, formatted</u> advertisement containing at least a portion of a service offered by a service provider;

decoding<u>, by the client device,</u> the <u>unsolicited, formatted</u> advertisement to extract information contained therein;

<u>relating, by the client device, the information to user-specific data in the client device;</u>

~~processing the information~~; and

displaying<u>, by the client device,</u> the information <u>related to the user-specific data</u> to a user of the client device.

Claim 36: (currently amended) The method of claim 35 wherein said <u>unsolicited, formatted</u> advertisement is comprised of an XML element.

Claim 37: (currently amended) The method of claim 36 wherein the <u>unsolicited, formatted</u> advertisement further comprises:

service information enabling the user to make a decision about the service, the decision based on the service information;

data entry information informing the user about utilizing the service; and

contact information containing instructions enabling the client device to communicate with the service provider.

Claim 38: (previously presented) The method of claim 37 wherein the transmitter includes an emitter link layer.

Claim 39: (previously presented) The method of claim 38 wherein the client includes a client device link layer.

Claim 40: (previously presented) The method of claim 39 wherein the emitter link layer is compatible with the client device link layer.

Claim 41: (previously presented) The method of claim 40 wherein the information about the service is displayed to the user if the client device is running a plug-in cooperatively associated with the service.

Claim 42: (previously presented) The method of claim 41 wherein the plug-in further comprises information about a preference of the user.

Claim 43: (currently amended) The method of claim 25 further comprising the steps of:

displaying the service provider data on a wearable device; and

receiving user data from ~~voice, fingers, or~~ eye movement.

Claim 44: (previously presented) The method of claim 25 further comprising the steps of:

displaying the service provider data on a device mounted in a vehicle; and

receiving information pertaining to the location of the vehicle through an IR

communication interface.

Claim 45: (currently amended) The method of claim 19 wherein the <u>unsolicited</u> information is

conveyed from the transmitter as a radio frequency (RF) signal.

Claim 46: (new) A system for enabling electronically-controlled interaction between a service

provider and a client device comprising:

a service provider capable of providing information about a service;

a controller capable of receiving said information, said controller capable of parsing said

information into XML elements forming formatted information, said controller capable of

transmitting said formatted information;

an emitter communicatively coupled with said controller, said emitter capable of

receiving said formatted information, said emitter capable of further formatting said formatted

information to form location-dependent information, said emitter capable of broadcasting said

location-dependent information to a defined geographic area;

a client device communicatively coupled with said emitter while in the defined

geographic area, said client device capable of receiving, parsing, processing, and displaying said

location-dependent information, said client device capable of identifying said service from said

location-dependent information and automatically performing a user-specific action related to

said service, said client device capable of receiving user-specific data related to said user-specific

action and transmitting said user-specific data to said service provider; and

a network capable of communicatively coupling said service provider with said

controller.